

Message Text

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PAGE 01 NAHA 00473 011036Z

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E.O. 11652: N/A

TAGS: BFOL, JA

SUBJ: WTDR - AMERICAN ENGINEERING CORP.

REF: USDOC 13497

1. ADDRESS: CPO BOX 193. KOZA, OKINAWA CITY, OKINAWA (615 NODAKE, GINOWAN, OKINAWA9. CABLE: AMENGCO, NAHA. TELEX: NA. PHONE: 098892-2146. OFFICER: ROBERT M. EXSTERSTEIN, PRES.
2. FIRM ESTABLISHED 1964, EMPLOYS 60, 6 SALES. ACTS AS IMPORTER, AGENT, DISTRIBUTOR, INSTALLATION CONTRACTOR FOR AIR CONDITIONING MACHINERY AND ACCESSORIES, REFRIGERATION EQUIPMENT AND ACCESSORIES, ICE MACHINES, HOUSEHOLD APPLIANCES, INDUSTRIAL COATINGS AND PAINTS, ELECTRICAL DEVICES, WIRE, SWITCHES, STAINLESS STEEL PRODUCTS, CONSTRUCTION MATERIAL, PLUMBING MATERIALS, PUMPS AND RELATED

PAGE 2RHAIBQA5701 UNCLAS

DEVICES, VENTILATION AND HEATING PRODUCTS, AND PROVIDES SALES AND SERVICE IN OKINAWA.

3. FINANCIAL REFERENCES: AMERICAN EXPRESS INT'L BANKING CORP., CPO BOX 189, NAHA, OKINAWA. TRADE REFERENCES: CARRIER OVERSEAS CORP., P. O. BOX 1138, SYRACUSE, NY, 13201. L&W EQUIPMENT CORP., 1537 PONTIUS AVE, LOS ANGELES, CAL 90025. MARK ROSS & CO., 3131 19TH ST., SAN FRANCISCO CAL 74110. PARAGON PAINT & VARNISH, 5-49 46TH AVE, LONG ISLAND CITY, NY 11101.

4. MAJOR FOREIGN FIRMS REPRESENTED: CARRIER OVERSEAS CORP, AIR CONDITIONING MACHINERY AND ACCESSORIES, REFRIGERATION EQUIPMENT, ICE MACHINES, HOUSEHOLD APPLIANCES, ACQUIRED 1956. L&W EQUIPMENT CORP., ELECTRICAL DEVICES, WIRE, SWITCHES, STAINLESS STEEL PRODUCTS, CONSTRUCTION MATERIAL, DISTRIBUTORSHIP ACQUIRED 1962.

UNCLASSIFIED

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PAGE 02 NAHA 00473 011036Z

MARK ROSS & CO, PLUMBING MATERIAL, PUMPS AND RELATED DEVICES,

VENTILATION AND HEATING PRODUCTS, DISTRIBUTORSHIP ACQUIRED 1963.
RUST-OLEUM, AGANTSON, ILL., INDUSTRIAL COATINGS AND PAINTS, DISTRIBUTORSHIP ACQUIRED 1964. PARAGON PAINT & VARNISH, INDUSTRIAL COATINGS AND PAINTS, ACQUIRED 1973.
5. ONE OF LEADING FIRMS IN OKINAWA FOR PRODUCTS LISTED.
EXSTERSTEIN HAS HAD CONSIDERABLE TECHNICAL AND ADMINISTRATIVE

PAGE 2 RHAIBQA5701 UNCLAS

EXPERIENCE IN HIS LINE OF BUSINESS. FIRM PROVIDES SALES, INSTALLATION, MAINTENANCE FOR PRODUCTS TO CONTRACTORS WITH U.S. FORCES, JAPAN SELF DEFENSE FORCES, AND LOCAL COMMERCIAL FIRMS. HAS ENTERED INTO SEVERAL JOINT INSTALLATION CONTRACTS WITH MITSUBISHI WHERE MITSUBISHI PROVIDE CONDENSING UNITS, WHILE FIRM PROVIDES EVAPORATOR AND PREFABRICATED REEFER BOX, FOR HOTEL AND RESTAURANT KITCHEN EQUIPMENT. HAS OVERCOME LOCAL CONCERN ABOUT RELIABILITY OF PARTS, INCREASED U.S. PRICES, AND NON-TARIFF BARRIERS IN FORM OF JAPANESE INDUSTRIAL STANDARDS TO KEEP SALES UP. FIRM IS RESPECTED IN LOCAL BUSINESS COMMUNITY. BANKING SOURCES REPORT FIRM HAS GOOD CREDIT RATING AND REPUTATION. RECOMMENDED AS TRADE CONTACT FOR INTERESTED U.S. FIRMS.

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